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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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**Applicant:** William R. Matz, *et al.*

**Art Unit:** 2623

**Serial No.:** 10/016,988

**Examiner:** A.Y. Koenig

**Filed:** December 14, 2001

**Docket:** 01371

**Title:** Methods and Systems to Perform Content Targeting

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**37 C.F.R. § 1.8 CERTIFICATE OF TRANSMISSION**

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Name of Person Transmitting This Paper



January 25, 2008

Date of Transmission

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**RESPONSE TO OCTOBER 30, 2007 OFFICE ACTION**

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Commissioner for Patents

The Assignee respectfully requests reconsideration and entry of the following amendment in response to the office action mailed October 30, 2007. The Assignee respectfully submits that the pending claims distinguish over the cited documents to *Grauch* and *Batten*.